

READ BETWEEN THE LINES

IF IT'S TRUE THAT CUSTOMERS *'CAN ONLY TRY TO REMEMBER WHAT THEY'VE HEARD OR SEEN...'*

HERE IS ANOTHER QUICK TEST:

(YOU'LL NEED A PEN!)

MAKE A LIST OF ALL THE NEWSPAPER ADVERTISEMENTS YOU REMEMBER? NAME ALL THE ONES THAT ARE "TOP OF MIND":

DID YOU REMEMBER THESE IMPORTANT KEY ELEMENTS THAT YOU'D WANT YOUR POTENTIAL CUSTOMERS TO REMEMBER:

- 1. NAME OF BUSINESS/SERVICE?**
- 2. SPECIAL PROMOTION, SALE, OR IDEA?**
- 3. LOCATIONS?**

READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'WITH TV OR RADIO ADS, YOUR POTENTIAL CUSTOMERS CAN ONLY TRY TO REMEMBER WHAT THEY'VE HEARD OR SEEN. BUT WITH AN AD IN THE PLAIN DEALER THERE'S NEVER ANY DOUBT.'

CONSIDER THIS:

TO SHOW YOU WHY THIS STATEMENT IS UNTRUE...
LET'S TAKE A QUICK TEST.

NAME THE FIRST COMPANY THAT COMES TO MIND
IN THE FOLLOWING CATEGORIES:

NAME A MATTRESS COMPANY.

NAME A FAST- FOOD CHAIN.

NAME AN OVERNIGHT DELIVERY SERVICE.

NAME A TIRE COMPANY.

READ BETWEEN THE LINES

THE ARTICLE GOES ON TO SAY:

'IN TODAY'S CHANGING ECONOMY, CONSUMERS ARE CAUTIOUS. BEFORE THEY'LL PART WITH THEIR HARD EARNED DOLLARS, THEY WANT INFORMATION. HARD FACTS. THE NUTS AND BOLTS OF YOUR PRODUCT OR SERVICE. ONLY THE PLAIN DEALER DELIVERS ALL THAT.'

CONSIDER THIS:

IT IS TRUE THAT CONSUMERS WANT AS MUCH INFORMATION AS POSSIBLE BEFORE THEY PART WITH THEIR HARD EARNED DOLLARS. IT IS NOT TRUE THAT ONLY THE PLAIN DEALER DELIVERS THE "HARD FACTS."

CONSUMERS GET THEIR INFORMATION FROM MANY SOURCES. TELEVISION IS ONE OF THOSE SOURCES. SINCE TELEVISION IS THE MOST AUTHORITATIVE, THE MOST BELIEVABLE AND THE MOST INFLUENTIAL; WOULDN'T TELEVISION BE A MAJOR SOURCE TO DELIVER "HARD FACTS?"

THINK ABOUT YOUR LIFESTYLE...

- WHERE DID YOU FIND OUT TODAY'S WEATHER?
- WHERE DID YOU FIND OUT ABOUT TODAY'S MAJOR EVENTS?

MORE PEOPLE FIND OUT ABOUT WHAT'S HAPPENING IN THE WORLD AROUND THEM FROM TELEVISION.

TELEVISION IS A PART OF THE AMERICAN LIFESTYLE. IT'S WHERE YOU CAN REACH WHATEVER KIND OF PEOPLE YOU NEED TO REACH. IN FACT, ONCE YOU KNOW WHAT CUSTOMER GROUP YOU WANT, THE SHORTEST DISTANCE TO THEM IS THROUGH TELEVISION!

READ BETWEEN THE LINES

SUCCESSFUL ADVERTISERS KNOW IT IS JUST COMMON SENSE TO ADVERTISE THEIR PRODUCT/SERVICE WHERE THE MOST PEOPLE ARE LIKELY TO SEE IT!

WHY ELSE DO ADVERTISEMENTS USE:
'AS SEEN ON TV' IN THEIR PRINT
ADVERTISEMENTS?

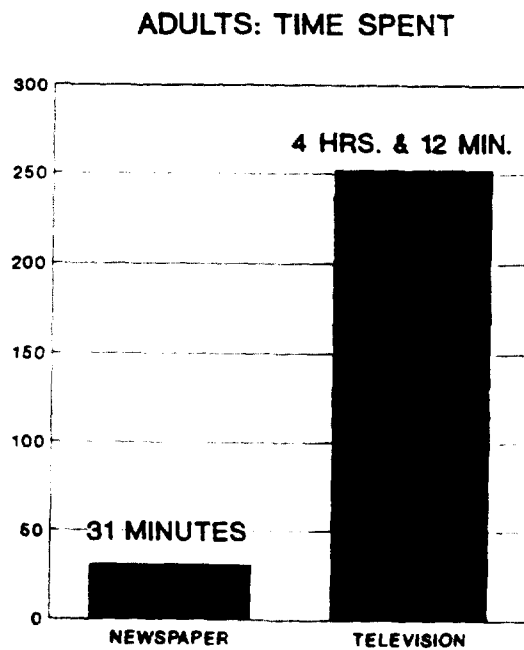
REASON:

IN TODAY'S COMPETITIVE BUSINESS WORLD,
YOU WANT YOUR MESSAGE TO BE SEEN,
HEARD AND READ AS MANY TIMES AS
POSSIBLE. THE MORE TIMES YOUR MESSAGE
IS DELIVERED ... THE BETTER!

COMBINING ALL YOUR ADVERTISING
EFFORTS TO MAXIMIZE YOUR RESULTS IS
CALLED USING A *'MEDIA MIX.'* MANY
ADVERTISERS USE BOTH TELEVISION AND
NEWSPAPER TO DELIVER AND ENFORCE THEIR
MESSAGE.

READ BETWEEN THE LINES

IN ONE DAY, ADULTS SPEND EIGHT TIMES MORE TIME WITH TELEVISION THAN THEY DO WITH NEWSPAPERS:



SOURCE: R.H. BRUSKIN

THANK YOU FOR TAKING THE TIME
"READ BETWEEN THE LINES."

I HOPE YOU ARE CURIOUS ABOUT
TELEVISION ADVERTISING AND
THAT I WILL SOON HAVE THE
OPPORTUNITY TO SHOW YOU HOW
TO MAKE YOUR NEWSPAPER AD
COME ALIVE ON TELEVISION!

THANK YOU AGAIN
FOR YOUR TIME--

SINCERELY,

DANA NAGEL
WKYC-TV, CHANNEL 3

APPENDIX Q

Outdoor Association of America, *Outdoor: It's Not A Medium, It's A Large*, 1993, excerpts

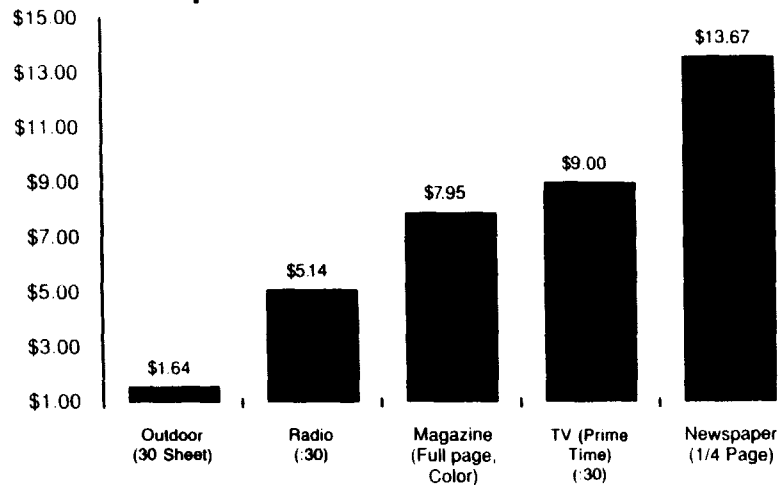
IT'S NOT A MEDIUM, IT'S A LARGE.SM

TARGETABILITY It's true, outdoor is not direct response. It's a direct hit. National, regional and local advertisers can and do tailor their message to reach specific audiences within the marketplace. Because it's unorthodox, out of the ordinary, and very inside, outdoor speaks directly to those you want to listen. And it takes very little time to do it.

COST EFFICIENCY In the battle for best value, outdoor can't be beat. You can't zap it. Yet it costs seven times less than television. You can't put it aside, turn the page, or toss it. Yet it costs three times less than newspaper. You can't turn it off, turn it down, or tune it out. Yet it's half the cost of radio.

Overall, outdoor gives advertisers a continuous, effective advertising presence on a local level. Its unmatched ability to deliver specific target audiences cost effectively makes it an excellent addition to any media mix.

Cost per thousand comparisons



Source:

- 1991 OAAA Marketing
- Radio Advertising Bureau
- Television Bureau of Advertising
- American Newspaper Association
- Magazine Publishers of America

**Target Audience: W25-54
Length of Schedule: 8 weeks**

	Without Outdoor	With Outdoor
Budget	\$108,208	\$108,208
% Television	100%	85%
% Outdoor		15%
GRP	1000	1594 (+ 59%)
Cost/Rating Point	\$108	\$68 (- 37%)
% Reach	96.2%	99.1% (+ 3%)
Average Frequency	10.4X	16.1X (+ 55%)

Telmar Media Analysis

SMRB #50 Showing

	Reach	Average Frequency
Adults	84%	15.0
18-34	86%	17.1
Household income \$30,000 or more	87%	16.0
Employed Full Time	87%	16.3

SMRB

OUTDOOR. IT'S NOT A MEDIUM, IT'S A LARGE.SM

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APPENDIX R

Yellow Pages Publishers Association, *Advertising*, excerpts

ECONOMISTS INCORPORATED

ADVERTISING MEDIA






Media Comparison

Not only is there less free time to quietly peruse a newspaper or walk unhurried through a mall, a consumer's available time, from an advertiser's perspective, is increasingly fragmented. Magazines are proliferating, and where there were once three television networks, now there are four, plus dozens of cable channels with the promise of hundreds more not far off. These new choices will make the competition for consumer time and attention even more difficult.

Yellow Pages meets consumers' changing needs by allowing them to save time when shopping for products or services. Yellow Pages is a powerful medium that can target upscale demographic groups such as young professional college graduates with an average household income of \$60 thousand.

Demographic profile:
Age 25-49
Young Professional
College Graduate
Average Household Income \$60K

According to MediaMark Research, this chart illustrates media usage for specified demographic characteristics. MediaMark Research is a consumer research service that collects marketing and media data for advertisers, advertising agencies and other media companies.

MEDIA	 Age 25-49	 Occupation Professional	 HHI* \$60K	 Education College Grad
Magazines	102	107	106	107
Newspapers	102	112	112	113
Radio	107	109	107	105
TV	99	97	99	98
 YP's	111	129	123	126

The chart compares each medium's effectiveness to target specific demographic segments. The "index number" represents the occurrence of usage in relation to the total population.

① An index larger than 100 indicates that the medium identified is more likely to reach a certain demographic segment.

For Example: The index of 111 for Yellow Pages users who are age 25-49 indicates that:

① Yellow Pages users are 11% more likely to be age 25-49 than the total population.

As shown on the chart, the study indicates the Yellow Pages is a very upscale medium that is more effective at reaching this demographic profile than other media.

*Household Income

ADVERTISING YELLOW PAGES

TRENDS

In recent years the Yellow Pages industry has focused on enhancing the core product by introducing many new product enhancements.

AUDIOTEX: Some publishers are now offering 3 audiotex services:

- ① Voice Information Service or Front of the Book Audiotex, allows the caller to be connected to an audio recording that provides such information as the latest news events, weather, sports, horoscopes and much more.
- ② Consumer Tips or Middle of the Book Audiotex, appears under selected headings that address specific consumer questions related to that heading. For instance, a caller may enter a four-digit number that appears in the Tip under the heading Carpet and Rug Cleaners. The recorded Tip may give suggestions on carpet maintenance, dyeing or tinting a carpet.
- ③ Talking Ads or Back of the Book Audiotex, is a four-digit number that appears in the advertiser's display ad which provides additional information about the advertiser's business.

STANDARDIZATION: In an effort to facilitate placement of national ads, the industry has focused on a number of standardization issues including:

- ① Ad sizes, borders, type sizes and screens.
- ② Pagination and preferential ad placement.
- ③ Copy content including superlatives, slogans and guarantees.
- ④ Advertising item names referred to as UDACs (the directory abbreviation for Universal Directory Advertising Codes).

PRODUCT ENHANCEMENTS

- ① "White-Knockouts" are created by printing a tint of yellow (in the case of Yellow Pages) on white paper in all areas of the page except for the designated display areas, illustrating an ad with a white background.
- ② "Four-color process" is another printing technique that allows the Yellow Pages ad to contain a full spectrum of colors similar to color photographs in magazine ads.

SELLING ENHANCEMENTS

Some publishers are experimenting with laptop computers that store specific data on customer accounts, pricing and contracts. Moving to a laptop selling environment has the potential of improving overall productivity in the sales force as well as projecting a more professional image.

ADVERTISING

STRENGTHS

AWARENESS OF YELLOW PAGES: 99 percent of all adults are aware of Yellow Pages as a reference source.

CONSTANT USE: Yellow Pages are available when the prospect is ready to buy, 24-hours a day, 365 days a year.

WIDE AVAILABILITY: Yellow Pages directories are distributed to every home and business with a telephone, as well as pay telephones for public use and convenience.

TIME SAVING: Today's busy consumers shop by phone and/or plan their shopping trips... using Yellow Pages to save time, gas and energy.

AUDIENCE DELIVERY: Yellow Pages are the best medium for reaching a prospect at the precise moment that he/she is ready to buy.

WEAKNESSES

LARGE AND BULKY: Due to the large amount of advertising in some directories, books are often cumbersome.

INFLEXIBLE: Yellow Pages directory ads are changed or updated only once a year.

NOT A CREATIVE MEDIUM: For the most part, Yellow Pages do not initially create the desire for the customer to buy like other forms of media.

LONG LEAD TIME FOR PRODUCTION: Sales representatives often call on advertisers six to eight months prior to directory distribution, due to production and printing requirements.

ADVERTISING TELEVISION

TRENDS

The remote control is a convenience for television viewers, but it can be an advertiser's nightmare. Since 1985, the number of Americans who say they often switch to another channel when commercials appear has grown from 14% to 27%. Another 47%, "zap" ads occasionally. But "zapping" is not the only concern for television advertisers. Other shifts in the public's television viewing habits suggest a mixed "reception" for televised messages.

Among the major shifts, people are becoming less "directed" in their television viewing habits. In 1979, Americans were predominately "appointment" viewers who turned on their television sets only when they wanted to watch a specific program. Now, Americans are equally split between directed viewing (39%) and "grazing" (39%). The directed viewers turn the TV on for a specific program only, while the grazers turn the TV on before deciding on a program. Another 17% say they do both.

The trend away from "directed" viewing suggests that viewers may be less actively involved with program offerings - a negative for advertisers hoping to reach an attentive audience.

Indeed, a second trend in Americans' television viewing habits is that the television is increasingly being left on as "background medium" in American homes. A record high 42% of the public, up from just 25% in 1979 - report that they frequently leave the TV on in the background even when they are not actually watching it. The recent trend toward television as "background" medium may be a related, positive side. Although viewers may be paying less attention to individual ads, people whose television sets are turned on for a number of hours each day as background noise are unquestionably being exposed to more advertisements, whether they are paying full attention to the ads or not.

Additional television trends include:

- ① VCRs in most television homes further reduces broadcast television's audience, as does satellite dish programming
- ① Multiset viewing is leveling out
- ① Television audience grouping is diminishing
- ① Viewers exhibit less loyalty to keep watching any show

Interactive television advertising is coming fast. And it'll be here in force by the time the next century dawns. Among its offerings will be tightly targeted advertising, perhaps down to the single individual, and in-home printers that deliver coupons tied to television commercials.

ADVERTISING

STRENGTHS:

AUDIENCE INTERACTION: Television combines, sight, motion, sound, graphics and color. This combination makes television's power unrivaled in its ability to demonstrate, persuade, and create instant product recognition.

VIEWERSHIP: The average daily (television) viewing was 6 hours and 46 minutes in 1993.

Men:	3 hours, 44 minutes
Women:	4 hours, 25 minutes
Teens:	2 hours, 43 minutes

OUT-OF-HOME-VIEWERSHIP: Nielsen Media Research found that 28 million adults watch television in out-of-home locations each week and that 23% of their (total) viewing is done in out-of-home locations, totalling 5 hours, 49 minutes per person.

MARKET SATURATION: Television reaches virtually everyone. A total of 98% of U.S. homes (94.2 million households) have televisions, according to Nielsen Media Research estimates and 77.3 million homes have VCRs.

WEAKNESSES:

INTRUSIVE: People can resent the intrusiveness of bringing products directly into their homes. They cannot avoid sales messages unless they turn off the set or change the channel.

AUDIENCE FRAGMENTATION: With the typical television viewer having the choice of 60 or more channels coupled with the decline in network ratings, it becomes increasingly tough for advertisers to tell their story to a mass audience solely with television.

INCREASED COMMERCIAL CLUTTER: Commercial "clutter" on television (the time devoted to material other than programming) reached a record high in 1993.